



**THE ABILITY
EXPERIENCE**

A PI KAPPA PHI PHILANTHROPY

FUNDRAISING TIPS AND TRICKS

Before the event

- Sell T-Shirts for your event & round up price to make \$\$ from each T-Shirt sold.
 - How does this work? Everyone in Greek life loves to buy shirts. If you can find a vendor that will sell T-Shirts for \$15, round up the price to \$20. This means for every shirt you bring in \$5. If you sell 100 shirts - this is not only strong promotion for the chapter but an extra \$500 towards your chapters fundraising.
 - How to make this happen?
 1. Find a T-shirt vendor (or a couple options) at least 60 days in advance to the event. Local partners commonly partner work with Greek organizations. Can't find any - Ask your Regional Director for vendors local chapters have used.
 2. Get T-Shirt quotes and share with them your goal to round up to benefit The Ability Experience.
 3. Get T-Shirt Proof.
 4. Share T-shirt sales for event before, during, and after.
 - a. PRO TIP: Some chapters have put in TWO orders. One before the event, so brothers can wear before and at the event, and one after the event so event attendees can purchase. Selling T-Shirts is the most effortless way to raise a couple hundred dollars.
- Challenge Alumni Chapter to Match Donations
 - Make a deal with the alumni of your chapter to see if you can hit new chapter fundraising goals. Ex: If you raise \$3,000 through the event, alumni will donate \$3,000 to double the amount fundraised.
- Telethons: 10-20 names + phone numbers from each brother and call potential donors.
 - Typically, brothers do this all together in one location for a day. It often is leading up to an event. The purpose of this opportunity is to talk about what you are doing and why you are doing it.
 - Brothers are trained and provided materials that allow for them to educate and ask for donations from brothers lists.
- Email campaign: 10-20 emails from each brother and call potential donors.
 - Similar to a telethon, you reach out to contacts about fundraising. You send out a large email, with links to fundraise. This is a great option to send out to a large alumni base. One email needs to be drafted for this.

During event

- Incorporating Zero Cost Activity into Event
 - Cornhole Tournament, Ping Pong Tournament, Karaoke Competition, Ect.
 - These events just require bringing the supplies most people already own and charging participants to enter. This makes this a low cost, high impact activity. In addition, its interactive to attendees to enjoy the event.
- 50/50 Raffle at Event
 - Encourage attendees to donate \$\$ to receive a ticket for each dollar donated.
 - This means if they donate \$20 to a 50/50 that has \$600 in total donated, they have 5 chances to win \$300.
- Bring in Vendors at No Cost - Receive portion of proceeds.

- This addition allows you to provide options at your event and increase fundraising but all you need to organize the company arriving at the location and the percentage of proceeds they will donate.
- Ex: Ice Cream Truck, Food Trucks, Merchandise Company, Restaurants, Local Business'

Chapter

- **Per Man Requirement**
 - Require brothers to each raise a certain amount. Some chapters choose to fine brothers if they don't meet their minimums. This holds them accountable and requires equal responsibility across the board.
 - Ex: \$50 per man, \$100 per man, \$150 per man. With a \$50 per man requirement, this guarantees' a chapter of 50 members at least \$2,500, not counting the money raised at event.